

Northeastern California Small Business Development Center at Butte College 12th Annual Women In Business Conference will empower you to use new sales strategies to increase your profit, revenue, customer base, financial impact and promote your career and self. Increasing your sales during good times is an easy fix. Doing so in bad times is an art. Our Women In Business Conference will **EMPOWER You** – to implement immediate plans to move low performers up and accelerate, motivate and retain your high sales potential, **EDUCATE You** – to identify measurable growth in areas proven to differentiate superior from average leaders, and **ENCOURAGE You** – to develop new and updated strategies that create a positive perception of sales.

Northeastern California Small Business Development Center (SBDC) at Butte College invites you to share in our most exciting event of the year on Tuesday, September 28th, 2010.

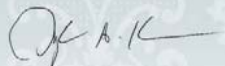
Who should attend?

- Business Women, Entrepreneurs, Managers, CEOs, Presidents, Administrators, Directors, Faculty, Employees, Insurance & Real Estate Agents and other Business Executives who need to implement new modes to attract and retain the new client generation.
- Individuals who want to learn proven sales strategies to produce high sales revenue.
- Business owners and managers who need to drive through the performances of others and learn new ways of doing business.
- For-Profit businesses and Non-Profit organizations looking for new strategies to improve sales, income and membership.
- Professionals and business owners who want to access new market techniques and methodologies to enhance their impact for significant business results.
- Individuals, businesses, organizations and groups who are looking to increase excitement and passion for sales.

Why should you attend?

- To garner a deeper understanding of new strategies necessary to access new markets, and the ever changing economy while accelerating sales.
- To learn new techniques for selling and generating results.
- To walk away with an assessment of your sales opportunities for maximizing your customer base and updating your communication skills leading to open doors.
- To take away practical tools and utilize different thinking skills that are immediately applicable to increasing your sales and selling potential.
- To identify the specific competencies that will **EMPOWER, EDUCATE, and ENCOURAGE** your best business practices!

We are excited that you have decided to join us in our most exciting event of the year!



Sophie Konuwa, Director
Northeastern California Small Business Development Center (SBDC) at Butte College



Women In Business CONFERENCE

Empower • Educate • Encourage®

Tuesday, September 28th, 2010

Registration: 8:00 am to 8:30 am
Conference: 8:30 am to 1:00 pm

Chico Masonic Family Center
1110 West East Avenue • Chico, California

MARKET PLACE VENDORS
Chico Spine & Wellness Center
B & Me
String Bead
Body Resort
All Fired Up
AicoraGems "Jewelry Box" Gallery
Re-Treasured
African Connection
Bow Bec's
Springs

Paid for under the current Cooperative Agreement with the U. S. Small Business Administration and the California Community Colleges, Economic & Workforce Development Program and the CSU, Chico Research foundation, Center for Economic Development. This material is based on work supported by the U.S. SBA and the State. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the U.S. Small Business Administration or the State of California. This program is extended to the public on a nondiscriminatory basis and special arrangements are available to individuals with disabilities if requested in advance.

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at Butte College Presents...
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Sales, Sales, Sales!

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Are you an entrepreneur with big plans, and the vision and passion for growing your business? Do you know that in 2008-2009 (during the economic downturn) women-owned businesses were very successful in increasing their sales? According to the Center for Women's Research, during 2008-2009, 10.1 million businesses were owned by women employing more than 13 million people and generating \$1.9 trillion in sales. Three quarters of all women-owned businesses were majority owned by women, for a total of 7.2 million firms, employing 7.3 million people, and generating \$1.1 trillion in sales. Women-owned businesses accounted for 40% of all privately held firms. One in five businesses with revenue of \$1 million or more were women-owned, and 3% of all women-owned businesses had revenues of \$1 million or more compared with 6% of men-owned businesses.

How do you sell in an environment where no one is buying anything and the headlines are cold and discouraging? You remember that PEOPLE ARE STILL BUYING! You remember that markets are new, you are looking at a new generation and the economy will continue to evolve. You understand that we will not be going back to where we have been. We will continue moving forward! So the entrepreneurs and individuals who get smarter when the going is tough by making small changes and educating themselves to take new and different paths are the ones who will make their opportunities and who will still be in business and still have a career when the good times return. As Mark Stevens, CEO of MSCO states "...in the coming year, salespeople will break their personal best records, increase their average gross sale, chip away at your customer base, and will be among the top producers. Will that be you?" "Fear is contagious" he said, "build a firewall around it. And remember, optimism is contagious as well. Feel it, live it and you will be the bright spot everyone is looking for at a time when the shelves are stocked with gloom."

We invite you to participate in our 12th Annual Women In Business Conference this year, to experience and get excited about sales strategies you thought you knew, have never tried or have been afraid to try and see your sales results soar.



Debbie Mrazek: Debbie Mrazek is the President of The Sales Company. She is passionate about sales. She is published in articles, white papers, textbooks as well as her best-selling book, *The Field Guide To Sales*. Her Company is a Texas-based firm that is helping hundreds of entrepreneurs, individuals, and large corporations better assess, understand, and engage in practical, purposeful selling. Her work spans 20+ years taking her from customer service, inside sales, outside sales, corporate director, and business owner. She began sales in the technology industry but has since branched out with her consulting practice to work in various areas including finance, manufacturing, professional services, and even rocket science at Los Alamos. With "Mrazek Energy" (believed to be from another world since it is a constant flow of happiness and enthusiasm), Debbie teaches the tools, techniques, and talents every individual possesses, and how to transform those into s-a-l-e-s. Mrazek has counseled, constructed and completed sales programs and trainings for individuals and teams. Her work reflects a global community which Debbie Mrazek believes we all MUST be a part of in today's world to thrive for the future. Debbie's commitment for giving back to her community has served her well in her career, and she believes that this will continue to serve her and many others in ways that cannot be measured. Business people and salespersons across the United States call her a sales coach. Her clients call her a Godsend. Debbie Mrazek is a doer and dynamo who delivers a sales prescription that really works. Whether you're a novice or expert at selling products or services, Mrazek's sales mantra and methods resonate a clear, complete picture for certain success. Debbie Mrazek is a speaker, author, and facilitator.

Opening Keynote Presentation: "12 Step Program for Saying YES to SALES!" - Do you find time in your business to do everything but sell? Do you love what you sell but hate to sell? This is your way out. This is the ice cream on the cake. Debbie's performance is high energy, rich content, rev up your sales engine session. You will learn the best kept secrets; get your favorite shoes on to dance to the bank with all of the money YOU can make and LOVE SALES!! That is A Promise! Your work results will have others bring sales to YOU, plan like the TOP 1% in sales do, find time for sales and much more. This is your opportunity to increase your sales potential more than two-fold. The approach is very intentional, hands on, results oriented and has helped clients grow many times beyond what they even believed possible for their sales success. Relax, take the stress off and enjoy Debbie Mrazek's "12 Step Program for Saying YES to SALES!"



Kim Duke: Kim Duke is CEO and Founder of *The Sales Divas*, www.salesdivas.com. She is an international sales expert who provides savvy, sassy sales training for women entrepreneurs (with a twist!). Her extensive sales background was based in the media - 15 years working with 2 of Canada's largest national television networks in sales and management. She is a national award winning salesperson - and was the second youngest sales manager in Canada for CBC Television (Canada's oldest network). Kim is a successful entrepreneur - providing trainings for companies internationally. She recently was in Vegas and was one of the key conference speakers (which included Jack Canfield of *Chicken Soup For The Soul* and *The Secret*). Kim is an author, and speaker who's had numerous interviews for international and national television, as well as radio and print across North America. She was recently featured on NBC Television! Kim also writes hundreds of articles for newsletters and websites internationally. 10,000 entrepreneurs from 54 countries around the world eagerly await her sales tips each week. She's bold, she's sassy and you're going to LOVE her presentation to kick off YOUR SALES!

Closing Keynote Presentation: "Ohh La La Selling: How To Go From Blah to Blast-off!" - In this dynamic session, Kim will teach you how to avoid the 3 biggest, nastiest mistakes that are made in selling; she will give you information about the secrets to WHY customers buy (and also why they DON'T). She will show you how to create an "unpaid" salesforce who sells for you daily. Kim will teach you how to use the Post Office to help you grow your sales. Yes, the Post Office...you will never believe this tip. She will demonstrate a SIMPLE idea that will cost you nothing, but will bring you more money than you envisioned. We invite you to come in with an open mind and the excitement for success and leave with immediate ideas and plans to increase sales and growth for your business, organization, team, club and self. Help us take YOU to the Next Level of SUCCESS! The Knowledge of Selling!

Women In Business CONFERENCE

Empower • Educate • Encourage®

Sales, Sales, Sales!

Northeastern California Small Business Development Center (SBDC) at Butte College is excited to present the Agenda for our 12th Annual Women in Business Conference. The day promises to **Empower You** - as you find your passion to develop solutions for increasing sales, **Educate You** - as you learn new techniques and skills to drive change and high performance through sales, and **Encourage You** - as you learn from international speakers and take advantage of new networking opportunities and obtain knowledge of new markets and customer behaviors that lead to escalating sales and revenue.

Agenda - TUESDAY, SEPTEMBER 28, 2010

8:00-8:30 am	Registration & Check-In	Network & Shop at our Famous Market Place
8:30-9:00 am	Full Breakfast Buffet	Catered by local business owner
9:00-9:30 am	Introductions & Announcements	Welcome Messages: Sophie Konuwa ~ Director, Northeastern California Small Business Development Center at Butte College; Dr. Diana Van Der Ploeg ~ Superintendent/President, Butte-Glenn Community College District, and Jim O'Neal ~ Director, U. S. Small Business Administration (SBA) Sacramento District
9:30-10:40 am	Opening Presentation	Debbie Mrazek "12 Step Program for Saying YES to SALES!"
10:40-11:00 am	Break	Networking, Book Signing & Shopping at the Market Place
11:00 am-12:10 pm	Closing Presentation	Kim Duke "Ohh La La Selling: How To Go From Blah to Blast-off!"
12:10-12:20pm	Closing Remarks	
12:20-1:00 pm	Networking, Book Signing and Shopping at the Market Place	

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REGISTRATION

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Chico Masonic Family Center
1110 West East Avenue • Chico, California

Name _____
Business _____
Address _____
City/State/Zip _____
Phone/Fax _____
Email _____

(Check & complete all that apply)

- Business Owner # of employees _____
 Not In Business: Veteran: Reservist
Ethnicity (must check one)
 Asian: African American: Caucasian:
 American Indian: Hispanic: Pacific Islander

Amount Enclosed \$ _____

Signature _____

EARLY BIRD REGISTRATION
\$59.00 per person Received by Friday, July 30, 2010, 5:00 pm

REGULAR REGISTRATION
\$79 per person
Monday, August 2 to Friday, August 27, 2010, 5:00 pm

LATE REGISTRATION
\$99 per person
Monday, August 30 to Friday, September 17, 2010, 5:00 pm

FINAL REGISTRATION
\$110 per person
Monday, September 20 to Monday, September 27, 2010

AT THE DOOR SEPTEMBER 28, 2010
\$120 per person

Space is limited. Payment (cash or checks only) is due with registration. All cancellations received through Friday, August 20th, are subject to \$25 processing fee. Cancellations must be in writing. No refunds after August 20th, 2010.

PLEASE MAKE CHECKS PAYABLE TO:
Northeastern California SBDC at Butte College
19 Williamsburg Lane • Chico, CA 95926
www.bcsbdc.org • (530) 895-9017